

Message Text

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ACTION EB-07

INFO OCT-01 ARA-10 ISO-00 AGR-10 AID-05 CIAE-00 FRB-01

INR-07 NSAE-00 TRSE-00 XMB-04 OPIC-06 SP-02 CIEP-02

LAB-04 SIL-01 OMB-01 /061 W
----- 128335

R 111519Z MAR 75

FM AMEMBASSY BOGOTA

TO SECSTATE WASHDC 7482

INFO AMEMBASSY KINGSTON

AMEMBASSY SANTO DOMINGO

AMEMBASSY QUITO

AMCONSUL GUAYAQUIL

AMCONSUL CALI

AMCONSUL MEDELLIN

USDOC WASHDC

UNCLAS BOGOTA 2273

COMMERCE FOR BIC/OIM/SAD WANDA ALE; SANTO DOMINGO ALSO PLS PASS
TO DICK MUENZER, MISSION DIRECTOR

EO 11652: NA

TAGS: BEXP CO

SUBJ: US AGRICULTURAL EQUIPMENT AND FOOD PROCESSING/PACKAGING
TRADE MISSION - REPORT OF VISIT TO BOGOTA FEB 27-MARCH 5/75

1. SUMMARY - MISSION MEMBERS ARRIVED AFTERNOON FEB 27 AND ENJOYED
LEISURE EVENING AFTER FRANTIC PACE IN ECUADOR. MISSION BEGAN WITH
BREAKFAST BRIEFING FEB 28 BY COMMATT AND REPS OF OFFICE OF
AGRICULTURAL ATTACHE, AND AID. TOTAL OF 141 APPOINTMENTS ALL
DAY FEB 28, MARCH 3 AND MORNING MARCH 4, WITH FOLLOW-UP APPOINT-
MENTS AFTERNOON MARCH 4. ACCORDING TO PARTICIPANTS' REPORT FORMS,
TOTAL SALES OF AT LEAST DOLS 1,600,000 EXPECTED OVER NEXT 12
MONTHS. TOTAL MAY REACH 2.5 MILLION. WELL ATTENDED RECEPTION
HOSTED BY AMBASSADOR EVENING FEB 28. MEMBERS WERE PLEASED WITH
THEIR APPOINTMENTS, WITH RESULTS, AND WITH THEIR ACCOMMODATIONS
AND MEETING FACILITIES IN BOGOTA. SEVERAL MEMBERS PLAN RETURN
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TRIPS TO COLOMBIA. THEY WERE COMPLIMENTARY RE EMB PREPARATION

AND ASSISTANCE AND HAD NO COMPLAINTS RE OPERATION OF MISSION HERE. USIS PROVIDED ITS USUAL EXCELLENT COOPERATION AND ARRANGED EXTENSIVE COVERAGE IN AND OUT OF BOGOTA, THUS ATTRACTING ADDITIONAL APPOINTMENTS FROM AS FAR AWAY AS SANTA MARTA. CONSULATES CALI AND MEDELLIN ALSO PROVIDED APPOINTMENTS.

2. FOL ARE COMMENTS AND REACTIONS OF MISSION MEMBERS AS GATHERED AT DEBRIEFING AND DURING COURSE OF THEIR STAY: (A) MISSION DIR RICHARD MUENZER WAS PLEASED WITH SMOOTH-RUNNING OPERATION OF MISSION HERE AND WITH MEMBERS' BUSY APPOINTMENT SCHEDULES. DURING DEBRIEFING MUENZER OBSERVED IMPORTANCE OF CONSIDERING ANDEAN PACT INDUSTRIAL INTEGRATION PLANS WHEN PLANNING INVESTMENT IN PACT COUNTRIES, AND THAT MEMBERS MUST STAY UP TO DATE ON COLOMBIAN IMPORT POLICIES. (B) MERLE ROWLES, HONEYBEE CO., INC., SAID THAT ALTHOUGH THE CONCEPT OF LIQUID PROTEIN SUPPLEMENTS IS A NEW CONCEPT IN COLOMBIA, HE IS OPTIMISTIC BECAUSE THE NEED FOR SUPPLEMENTS DURING THE DRY SEASON IS CONSIDERABLE. HE HAD 20 INTERVIEWS AND EXPECTS TO MAKE 4 OR 5 SALES AMOUNTING TO AT LEAST 80,000 WITHIN A YEAR. HE EXPECTS TO NAME AN AGENT/DISTRIBUTOR SHORTLY, AND TO RETURN TO COLOMBIA SOON. HE FOUND THAT HIS LIQUID FEED MIXER AND STORAGE UNIT WILL SELL WELL, BUT THE DELIVERY UNIT LESS SO. ROWLES SUGGESTED THAT TRADE MISSION MEMBERS BE GIVEN AN OPPORTUNITY TO BRIEF INTERPRETERS ABOUT PRODUCT LINES BEFORE BUSINESS INTERVIEWS BEGIN. (C) AL BOWN, SHIVVERS ENTERPRISES INC., STATED THAT WHILE HIS PRIMARY INTENTION IN COLOMBIA HAD BEEN TO PENETRATE THE COFFEE MARKET HE PGS FOUND THAT RICE OFFERS BETTER PROSPECTS. HE HAD 26 APPOINTMENTS AND EXPECTS SALES OF 200,000 WITHIN THE YEAR. HE SAID THAT THERE IS GOOD POTENTIAL IN THE COLOMBIAN MARKET FOR HIS PRODUCTS, BUT THAT THEY WILL BE SLOW TO TAKE HOLD.

(D) W T STAPLETON, DIXIE CANNER CO. WAS VERY ENTHUSIASTIC ABOUT PROSPECTS IN COLOMBIA. HIS BUSY SCHEDULE OF 26 APPOINTMENTS LED TO 30 GOOD TRADE LEADS (BY FAR THE HIGHEST OF ANY MEMBER) AND ANTICIPATED SALES OF 135,000 WITHIN A YEAR, WHICH HE EMPHASIZED IS A VERY LARGE AMOUNT CONSIDERING THE SMALL SCALE OF THE PRODUCTS HIS FIRM MANUFACTURES. DURING ALL INTERVIEWS STAPLETON WAS ASSISTED BY HIS BOGOTA AGENT, FERNANDO ESCOBAR. STAPLETON'S COLOMBIAN PROSPECTS WERE SURPRISINGLY WELL INFORMED ABOUT HIS PRODUCT LINE, WHICH HE ATTRIBUTED TO 25 YEARS' PRESENCE IN COLOMBIA, SO THAT LITTLE TIME WAS LOST IN EXPLANATIONS. HE WAS UNCLASSIFIED

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PLEASED THAT THE EMB RECEIVED AND PUBLICIZED THE FACT THAT HE WAS INTERESTED ONLY IN DIRECT SALES. (E) JOHN MOCO, FERRELL-ROSS, BRAVED A BAD CASE OF FLU TO MEET HIS 19 APPOINTMENTS AND TO RACK UP 10 SALES PROSPECTS EXPECTED TO TOTAL 270,000 OVER THE NEXT 12 MONTHS. LIKE STAPLETON, MOCHO WAS ACCOMPANIED BY HIS BOGOTA REP, EMILIO LATORRE. HE FOUND KEEN INTEREST IN HIS FIRM'S GRAIN CLEANING AND ROLLER MILLS, BUT LIMITED PROSPECTS FOR THEIR GRAIN DRYERS. (F) JOHN HAMILTON, HYDROTILE MACHINERY CO., SAID

THAT THE ECONOMIC ATMOSPHERE IN COLOMBIA WAS NOT AS VIBRANT AS IN ECUADOR, BUT THAT OVER TEN YEARS PROSPECTS FOR SALES COULD BE JUST AS GOOD. HIS 14 INTERVIEWS PRODUCED 4 GOOD SALES PROSPECTS, AND HE EXPECTS TO SELL 500,000 OVER THE NEXT YEAR. HAMILTON WAS THE ONLY MISSION MEMBER WITH A MOTION PICTURE ABOUT HIS PRODUCT, AND HE EMPHASIZED THAT THIS WAS OF TREMENDOUS ASSISTANCE. HE RECOMMENDED THAT OTHER MEMBERS CONSIDER EXTENSIVE USE OF AUDIO-VISUAL AIDS, AND HE OFFERED TO SHARE HIS EXPERIENCE WITH THEM. FOR FUTURE MISSIONS HE PLANS TO SEND COPIES OF HIS FILM TO POSTS WELL IN ADVANCE OF HIS ARRIVAL TO FAMILIARIZE POSTS WITH HIS PRODUCT. (G) JOSE KISNER, BOGOTA REP OF FRICK CO., REPLACED MR LLOP IN MEETING FRICK'S 20 APPOINTMENTS. KISNER WAS PLEASED WITH THE MISSION SINCE HE EXPLORED MANY NEW CONTACTS AND LEARNED THAT SEVERAL OLD CUSTOMERS ARE DIVERSIFYING INTO ADDITIONAL TYPES OF REFRIGERATION AND FOOD PROCESSING. HE EXPECTS THAT THE MISSION WILL RESULT IN SALES OF ABOUT DOLS 100,000 OVER THE COMING YEAR. KISNER EMPHASIZED THAT TRADE MISSIONS ARE USEFUL EVEN TO FIRMS LONG ESTABLISHED ABROAD, SINCE THE VISIBLE SUPPORT OF THE US GOVT IS OF GREAT ASSISTANCE. (H) LEONARD CONRAD, CONRAD INC., HAD 16 INTERVIEWS YIELDING 6 GOOD SALES PROSPECTS AND 2 PROSPECTIVE AGENTS. HE EXPECTS TO SIGN AN AGENT AND SELL DOLS 300,000 WITHIN 12 MONTHS. HE SPOKE FOR THE ENTIRE MISSION WHEN HE CONTRASTED COLOMBIAN CLIENTS WITH ECUADOR. HIS IMPRESSION WAS THAT IN ECUADOR MORE MONEY IS AVAILABLE, THERE IS MORE EAGERNESS TO BUY, TECHNICAL KNOWLEDGE IS LACKING, AND MOST TRANSACTIONS ARE THRU THE GOVERNMENT. PROSPECTIVE CUSTOMERS IN COLOMBIA WERE MOSTLY WITH THE PRIVATE SECTOR, WERE MORE KNOWLEDGEABLE ABOUT TECHNICAL ASPECTS, AND WERE MORE SOPHISTICATED AND DELIBERATE IN THEIR BUSINESS NEGOTIATIONS. HE ALSO FOUND MORE LOCAL COMPETITION WITH RESULTANT IMPORT RESTRICTIONS IN COLOMBIA. HE ADDED THAT COLOMBIANS DID NOT SEEM TO SHARE THE ECUADOREAN GOVERNMENT'S AVERSION TO DEALING THRU AGENTS. CONRAD MET WITH REPS OF A WIDE RANGE OF AGRICULTURAL UNCLASSIFIED

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PRODUCTS, WHICH LED HIM TO AGREE WITH BOWN THAT THE COLOMBIAN RICE INDUSTRY IN PARTICULAR IS A TREMENDOUS POTENTIAL MARKET. HE FOUND THAT COLOMBIANS WERE NOT INTERESTED IN IMPORTING FEED FOR CATTLE, DUE TO THE EXTENSIVE GRASSLANDS, BUT THAT THEY WOULD CONSIDER DOING SO FOR PIGS, CHICKENS, ETC. CONRAD EMPHASIZED THAT IN ORDER TO COMPETE IN COLOMBIA US BUSINESSMEN MUST PROVIDE FIRST-RATE SERVICING OF THEIR EQUIPMENT.

3. EMB FEELS MISSION WAS BIG SUCCESS, ESPECIALLY DUE TO MEMBERS THEMSELVES. THEY WERE HARD-WORKING, ENTHUSIASTIC, AND KEPT APPOINTMENTS. TRADE MISSION SECRETARIES DID OUTSTANDING JOB OF ARRANGING APPOINTMENTS AND MAKING FOLLOW-UPS. EMB IS POUCHING PHOTOS AND ANNEX TO AGRICULTURAL EQUIPMENT MARKET STUDY AS PROMISED, AND WILL SEND LIST OF FRICK APPOINTMENTS TO ALFREDO LLOP.

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